

Line	Line ID	Line Type	Amount	Imps/Clicks	Line Start	Line End	Property	Status	Rev Flag	De
1	1626335	CPI	\$168,750.0	0	30-SEP-2001 00:00	30-SEP-2001 23:59	direct market	Frozen	None	E>
	1626336	CPI	\$0.00	2,250,000	30-SEP-2001 00:00	30-OCT-2001 23:59	direct market	Frozen	Bonus	E>
3		RF	\$0.00	0	New Line/Element	002 23:59		Modifiable	None	N
<div> <div>New Element</div> <div> <div>Save</div> <div>Delete Line(s)</div> <div>Paste/Save Placement(s)</div> <div>Change Line Status To</div> <div>Assign Group</div> <div>Unassign Group</div> <div>View Group Manager...</div> <div>Optimize</div> <div>NonSmooth</div> <div>Set Line Option...</div> <div>Extend Line End Date...</div> </div> </div>										
Placement	Placement ID	Family/Single Type	Family/Single		Start Date	End Date				
	3179832	Ad	delivers drop		SEP-2001 00:00	30-OCT-2001 23:59				

FIG. 6a

[illegible]

[illegible]

FIG. 6c

[illegible]

FIG. 6d

FIG. 6e

Line	Line ID	Line Type	Amount	Imps/Clicks	Line Start	Line End	Property	Status	Rev Flag	De
1	1626335	CPI	\$168,750.00	0	30-SEP-2001 00:00	30-SEP-2001 23:59	direct market	Frozen	None	Ex
	1626336	CPI	\$0.00	2,250,000	30-SEP-2001 00:00	30-OCT-2001 23:59	direct market	Frozen	Bonus	Ex
3		RF	\$0.00	0	23			Modifiable	None	No

New Line/Element	Save	Delete Line(s)
Change Line Status To	Assign Group...	Unassign Group
Change Line Status To	View Group Manager...	Optimize
Change Line Status To	NonSmooth	Set Line Options...
Change Line Status To	Extend Line End Date...	

Placement	Placement ID	Family/Single Type	Family/Single Ad
	3179832	Ad	delivers drop 9/30 21

End Date	30-OCT-2001 23:59
----------	-------------------

FIG. 6f

IO# 213567 Lines Ads Comments Report Invoice

Details

Order #: 213567 Line #: 298000143 Element #: 212713923 Search / Clear

Line Type: RF Status: Modifiable Advertiser: PEPSI

Gross Line Amt: \$500.00 Revenue Flag: None Profile Comment

Line Impressions: 0 Delivery Flag: RF

Imp. To Date: 12-Aug-2002 00:00 15-Dec-2002 23:59

Line Start: 12-Aug-2002 00:00 Line End: 15-Dec-2002 23:59

Property: spots CPM: \$0.0

Not Guaranteed

Group Type: RF_GROUP Group Name: reach_freq

Search

Element: RunOf Match: Non-Exact Block

Element Type: Location/Word: /

Search

Content ID: 2716427 Position: N Get Space ID, Position

IMS Check

Needs Attention Actual Number of Clicks: 0 Status: Reason

Non Smooth Upper: Lower:

Line	Line ID	Line Type	Amount	Imps/Clicks	Line Start	Line End	Property	Status	Rev Flag	Del
1	1626335	CPI	\$168,750.0	0	30-SEP-2001 00:00	30-SEP-2001 23:59	direct market	Frozen	None	Exc
2	1626336	CPI	\$0.00	2,250,000	30-SEP-2001 00:00	30-OCT-2001 23:59	direct market	Frozen	Bonus	Exc
3	298000143	RF	\$500.00	0	12-AUG-2002 00:00	15-DEC-2002 23:59	spots	Modifiable	None	RF
4	298000144	RF	\$100.00	0	12-AUG-2002 00:00	15-DEC-2002 23:59	spots	Modifiable	None	RF

FIG. 6g

[illegible]

FIG. 6h

[illegible]

FIG. 6i